

A FOUNDER'S FIELD GUIDE

How to *Name* Your Startup

Four techniques that work, and the messy story behind naming Wallble.



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Swipe →

Exciting, and stressful.

Naming a product rarely goes in a straight line. But over a few launches I've collected a handful of techniques that make it far less painful. Here's the method.

01 Word Game · **02** Refine & Expand · **03** Run the Checks ·
04 Let It Simmer



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01

It's a Word Game

Start with the **obvious** words, the ones that literally describe what you're building. Don't try to be clever. Then open a thesaurus and stretch each one into synonyms and adjacent phrases.

wall

board

memory wall

reflection board

event canvas

occasion



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Brainstorm in columns

Nouns

Wall

Board

Memory

Moment

Thought

Place

Map

Memos

Space

Notes

Adjectives

Memorable

Geo

Instant

Verbs

Write

Reflect

Share

Mark

Scratch

**earlier idea was geo-focused memory walls*

↳ *Mix them into candidate names*

Memwall

ThoughtBoard

GeoWall

MapMemos

PlaceMark

SpotStories

GeoNotes

INMO

Wallble



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02

Refine & Expand

Play with synonyms, plurals, verbs, and other languages. Lean on AI to brainstorm from your word list. I like namelix.com, which also checks domains. And keep using your MVP; the product itself sparks names.

FIELD NOTE

*RIM handed their full-keyboard phone to a branding firm. The name that came back: **BlackBerry**.*



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03

Run the Checks

This is where a brilliant name turns out to belong to a Japanese gaming company. Pressure-test it before you fall in love.

i

Google it

If results suggest "Did you mean...", search treats it as a typo of an established brand. Red flag.

ii

Check the App Store

Even if you're not shipping an app yet. Name disputes get ugly fast.

iii

Search trademarks

Look through USPTO and your local trademark office before committing.



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04

Let It Simmer

Spend a few days **not** thinking about the name. Work on the MVP, or another corner of the project, and let your subconscious do the heavy lifting.

Over time, some names start to feel more aligned, and new ideas quietly surface.



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Three ways it goes wrong

01 Too narrow

"EventWall" boxes you into events. What about people who use walls for ideation?

02 Skipping humans

Your customers are people. Validate with friends and family. Chat agents aren't enough.

03 Product pivot

I inherited "Jornali" from an earlier idea of a memory journal. The product morphed into a memory wall, the name didn't. No need to plan for this, but when it happens don't hold-on to the name.



CASE STUDY

How Wallble got its name

- It started with an **earlier project** , where I saw bigger potential in the wall layout.
- I tried calling the layout "**boards**", but "**walls**" simply sounded better.
- I played with the word, checked for availability as I went.
- A friend's suggested tweak landed it: **Wallble**.



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Four moves...

01

Word Game

List the obvious words, then stretch them with a thesaurus.

02

Refine & Expand

Other languages, AI, and your own MVP for fresh angles.

03

Run the Checks

Google, the App Store, and trademark databases.

04

Let It Simmer

Step away. The right name starts to feel aligned.



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YOUR TURN

Now go *name* yours.

Working on something? I'd love to hear what you land on, and what you almost called it.

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